

Title Listings



Case Title	Region	Subject	
Emerging Markets Case Studies published in 2011			
1	A "Big Bath" in China: accounting and corporate governance	China	Accounting and Finance
2	Fraud at the Central Bank of Tanzania	Africa	Accounting and Finance
3	Reporting and evaluation in a data communication firm	South East Asia	Accounting and Finance
4	The UAE Islamic Bank	Middle East	Accounting and Finance
5	Synergy between ISA and Manual Auditing Practises at Jain Chowdhary & Co, India	India	Accounting and Finance
6	Auditor industry specialization in a MENA region country: lessons learnt from PricewaterhouseCoopers – Egypt	Africa	Accounting and Finance
7	Financial closure of Bengaluru International Airport Limited	India	Accounting and Finance
8	Introducing innovation in a housing development firm in Malaysia	South East Asia	Built Environment
9	Dream or doom dome	South East Asia	Built Environment
10	Green Management and Environmental Sustainability: A Case of ITC Green Center	India	Built Environment
11	Privatization of Malaysian Property Development Projects	South East Asia	Built Environment
12	LifeSpring Hospitals: a social innovation in Indian healthcare	India	Entrepreneurship
13	Alcohol consumption ad nauseam – without any consequences?: How to launch an alcohol-reducing product on the market	Eastern Europe	Entrepreneurship
14	Bridging the divide between diaspora investment interest and action	Africa	Entrepreneurship
15	Building Brazilian Citizenship in the Context of Poverty, Waste, Drugs and violence: The Social Entrepreneurship Project of Marli Medeiros	South America	Entrepreneurship
16	Fun 2 Fit Aerobics: The Misadventures of Amy and Azi and a Malaysia start up	South East Asia	Entrepreneurship
17	Global loans in entrepreneurship (GLIE): ready, set, disaster	South East Asia	Entrepreneurship
18	Gold Valley Chemical Corporation Dubai	Middle East	Entrepreneurship
19	ihere.tv -Thailand's Online Media Entrepreneurs	South East Asia	Entrepreneurship
20	PETAWRAP: the Indian grilled wraps	India	Entrepreneurship
21	Piping Hot Dogs: A case of a Malaysian franchise	South East Asia	Entrepreneurship
22	The changing landscape for Chinese small business: the case of "Bags of Luck"	China	Entrepreneurship
23	Touché solutions – response to "Y" generation.	Eastern Europe	Entrepreneurship
24	Emerging entrepreneurship in Cuba	South America	Entrepreneurship
25	Gazi: what's next?	Eastern Europe	Entrepreneurship
26	GOONJ – success through innovation	India	Entrepreneurship
27	Vasili	Eastern Europe	Entrepreneurship
28	Abraaj Capital Limited: celebration of entrepreneurship (CoE)	Middle East	Entrepreneurship
29	Advanced Technology Investment Company (ATIC): a destination, global champion	Middle East	Entrepreneurship
30	Decision making in creating the world's first smartphone	China	Entrepreneurship
31	The Hangzhou Wahaha Group: an insight into diversification strategy of China's private enterprises	China	Entrepreneurship
32	SenseHere: a born global start-up based in the UAE	Middle East	Entrepreneurship
33	Al-Maha mobile shop	Middle East	Entrepreneurship
34	Twiga Hosting Ltd – providing affordable information and communication technologies services to small and medium enterprises	Africa	Entrepreneurship
35	VSL collaborative online business events	India	Entrepreneurship
36	Homegrown Kenya: the horticultural industry under fire on CSR.	Africa	Environmental Management
37	RML: market intelligence in India with mobile SMS intervention.	India	Environmental Management
38	What's cooking: Indonesia's Kerosene to LPG conversion programme	South East Asia	Environmental Management
39	Affordable solar solutions to replace diesel gensets	India	Environmental Management
40	SELCO: lighting rural India	India	Environmental Management
41	Road to Kamaka: the struggles of poverty and desertification	Africa	Environmental Management
42	EnviroServe: The Green Company in the UAE	Middle East	Environmental Management
43	GOONJ: the power of cloth	India	Environmental Management
44	Axel Springer's sustainability entrepreneurialism in Russian wood supply: just a CSR fad or real change in the makings?	Eastern Europe	Environmental Management
45	Advanced Systems, Egypt: IT outsourcing in a highly competitive market	Africa	Human Resource Management
46	Culture, career and more: the case of Dilip Roy at IHI (India) Pvt. Limited, a subsidiary of Itsun China	India	Human Resource Management

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47	Ethihad: contributing to the UAE vision through Emiratisation	Middle East	Human Resource Management
48	Industrial relations in Botswana – workplace conflict: behind the diamond sparkle	Africa	Human Resource Management
49	Kulula.com, South Africa – a case study	Africa	Human Resource Management
50	Newly empowered: experiences of young leaders in Vietnam	South East Asia	Human Resource Management
51	Production Services Network (PSN) Emirates rising up to the people challenge	Middle East	Human Resource Management
52	Talent management and succession planning in emerging Asia	South East Asia	Human Resource Management
53	Talent management at Telekom Malaysia Berhad	South East Asia	Human Resource Management
54	The glowing business growth and darkness beneath: Tirupur knitwear cluster of India	India	Human Resource Management
55	The perception of employer value propositions and the contrast between Dutch and Chinese graduates: A case study of TNT	China	Human Resource Management
56	Implications for recruitment in a multinational organization: a case study of human resource management in the United Arab Emirates	Middle East	Human Resource Management
57	Quota for the employment of disabled people in Russia: strategies for compliance	Eastern Europe	Human Resource Management
58	Bridging Western management theories and Japanese management practices: case of the Toyota Way model	South East Asia	International Business
59	Al Ain Dairy: market expansion	Middle East	International Business
60	Aquachemie LLC – expansion in Qatar	Middle East	International Business
61	Assess your business model strategy to sustain	Eastern Europe	International Business
62	Behind the veil	Pakistan	International Business
63	From traditional manufacturing towards virtual servi-manufacturing: Gabriel's journey	China	International Business
64	Global operations at Aalborg Industries – context, configuration, and capabilities	Europe	International Business
65	Market Entry of a Western Company in the Middle East	Middle East	International Business
66	Precision Air Services Ltd – jostling for position in Tanzanian airspace	Africa	International Business
67	UAE Exchange Centre LLC: business level strategies	Middle East	International Business
68	Woolworths South Africa: making sustainability sustainable	Africa	International Business
69	Kaspersky Lab: from Russia with anti-virus	Eastern Europe	International Business
70	Can Bilcare's anti-counterfeiting Technologies handle the Menace of Counterfeit?	India	International Business
71	China's Rippo of Zippo: expanding the costs of pirated intellectual property	China	International Business
72	Changing business culture: theory and practice in typical emerging markets	South America	International Business
73	An unforgettable journey: a story of corporate-social transformation of Huntsman Tioxide (Malaysia)	South East Asia	International Business
74	Chang'an Automobile and the Chinese automotive industry	China	International Business
75	Reaching the bottom of the pyramid: micro life insurance in India	India	International Business
76	Cilantro Café goes global: reflections on internationalization in Egypt 2.0	Africa	International Business
77	Hay Group in the Middle East	Middle East	Management Science
78	Namibia's Damara Culture Center: a case study	Africa	Management Science
79	Oilfield Services – the Abu Dhabi branch	Middle East	Management Science
80	The Dubai Tennis Ball Machine	Middle East	Management Science
81	Zwack, Hungary: a tradition of innovation amidst challenges	Eastern Europe	Management Science
82	Al Ain Dairy: managing demand and supply	Middle East	Management Science
83	Teaching farmers to hunt – developing commercial skills at BDO Hungary	Eastern Europe	Management Science
84	Kulula.com: now anyone can fly in South Africa	Africa	Marketing
85	"Race"-ing ahead! – Just a storm in the tea cup?	India	Marketing
86	ABIL's dilemma: to brand or not to brand in India.	India	Marketing
87	Ballarpur Industries Ltd: aligning marketing strategy in a turbulent environment	India	Marketing
88	BBMCI: setting up a distribution channel in India	India	Marketing
89	Dubai mall: a multipurpose destination in the Middle East	Middle East	Marketing
90	Giordano: positioning for international expansion	South East Asia	Marketing
91	Jumeirah Group, UAE	Middle East	Marketing
92	King's Biscuits Berhad: crafting the next move?	South East Asia	Marketing
93	Managing word of mouth: the referral incentive programme that backfired	South East Asia	Marketing
94	Mobile marketing at Turkcell: Turkey's leading mobile operator	Eastern Europe	Marketing
95	MTN South Africa: one group, one vision, one brand	Africa	Marketing
96	Prabhar Oil Company, and distribution challenges in the Indian lubricants industry	India	Marketing
97	Promoseven Sports Marketing	Middle East	Marketing
98	The Banyan Tree: branding the intangible	South East Asia	Marketing
99	The Chilean wine industry: new international strategies for 2020	South America	Marketing
100	TMH - Pitching for WOMAD	Middle East	Marketing
101	UST Global, India: delivering software service solutions	India	Marketing
102	BioScience Argentina: BioMobile and the telemedicine market	South America	Marketing
103	Sharjah Football Club (UAE): still kings?	Middle East	Marketing
104	Punascha: marketing strategies of a Bengali publisher	India	Marketing

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105	Round two: repositioning the Tata Nano	India	Marketing
106	FieldTurf Tarkett India: challenges and opportunities in new markets	India	Marketing
107	Corporate brand building at SRF: challenge of selecting the brand consultant	India	Marketing
108	Gulfire: in line of fire	Middle East	Marketing
109	Sinolink Fine Wines	China	Marketing
110	Customer asset management at DHL in Asia	South East Asia	Operations and Logistics
111	Economic Zones World (EZW) – supply chain strategy	Middle East	Operations and Logistics
112	Enabling excellence in operations through technological innovation	India	Operations and Logistics
113	Launch and closure of an Indian cement plant: Decision making at Arco Ltd and EGL, its Associate	India	Operations and Logistics
114	Strategic buying at National Foods, Pakistan – a recipe for success	Pakistan	Operations and Logistics
115	The human factor in 5S implementation: perspectives from Poland	Eastern Europe	Operations and Logistics
116	Noor Dubai Foundation: managing blindness in developing countries	Middle East	Operations and Logistics
117	Kiwanis Pancake Day – a service operations management case study	North America	Operations and Logistics
118	XL Pharmaceutical – effective operation and logistics	Middle East	Operations and Logistics
119	Bharat Petroleum Company Limited's (BPCL), India one-stop truck shop (OSTS) retailing format	India	Operations and Logistics
120	Leading change: story of Mumbai Rail Vikas Corporation	India	Public Sector Management
121	Renewal of Fijian post and telecommunications: challenging the organizational change option	South East Asia	Public Sector Management
122	University of Wollongong in Dubai: creating a private university in the public interest	Middle East	Public Sector Management
123	Yutong Bus, China: management buy-out	China	Strategy
124	Aztec Fluids & Machinery: issues in managing growth in India	India	Strategy
125	Conglomerate diversification through cross-continent acquisition: Vedanta weds Cairn India	India	Strategy
126	D crop protection Malaysia: competition from generic herbicides	South East Asia	Strategy
127	Deal of the day at Cherry.ee	Eastern Europe	Strategy
128	Emerging Technologies, UAE	Middle East	Strategy
129	Garuda Indonesia: To becoming a distinguished airline	South East Asia	Strategy
130	General Motors India (2009)	India	Strategy
131	Gloria Jean's Coffee in Malaysia	South East Asia	Strategy
132	Halonix Limited – the product portfolio dilemma	India	Strategy
133	Not for profit – for revenues in Eastern Europe: The Birch House Zoo	Eastern Europe	Strategy
134	Rethink: corporate social responsibility at Si.mobil	Eastern Europe	Strategy
135	The Premium Industries Group Dubai	Middle East	Strategy
136	The transformation process of AGD, Argentina	South America	Strategy
137	Vodafone Egypt (A): the investment decision	Africa	Strategy
138	Mydin transformation focus: leadership and organisational change	South East Asia	Strategy
139	HAIER: "Beat the Heat"	Middle East	Strategy
140	Alpha: en route from "Power"-less to "Power"-ful	India	Strategy
141	Shavteli Winery: where to go from here?	Eastern Europe	Strategy
142	Quality Tailors, Textiles and Embroidery (QTTE)	China	Strategy
143	Air Jamaica ... more than a national airline	North America	Tourism and Hospitality
144	Ginger – Smart Basics™	India	Tourism and Hospitality
145	Scandic Hotel Chain in the Baltic – a case of strategic marketing	Eastern Europe	Tourism and Hospitality
146	The Accra Beach Hotel: block booking of capacity during a peak period	North America	Tourism and Hospitality
147	The Oberoi resorts: luxury redefined	India	Tourism and Hospitality
148	Jumeirah Group: STAY DIFFERENT™	Middle East	Tourism and Hospitality
149	Ethihad Airways: reputation management – an example of the Eyjafjalajökull Iceland volcano	Middle East	Tourism and Hospitality
150	Marketing of the dark: "Memento Park" in Budapest	Eastern Europe	Tourism and Hospitality
Emerging Markets Case Studies published in 2012			
1	Soliton Technologies – financing growth in uncertain times	India	Accounting and Finance
2	Fundación arteBA: supporting visual artists by promoting the art market	South America	Accounting and Finance
3	KK Metals: CNC process costing	India	Accounting and Finance
4	Väätsa Agro AS financial distress	Eastern Europe	Accounting and Finance
5	Ommune IT Solutions: make or break	India	Accounting and Finance
6	High rise in Ho Chi Minh City	South East Asia	Accounting and Finance
7	Future internet: on a continuous path for achieving "a vision beyond expectations"	Middle East	Entrepreneurship
8	Discovery Ltd: entrepreneurship in its DNA	Africa	Entrepreneurship
9	Team Computers: positioning to grow	India	Entrepreneurship
10	Landscaping and decoration: beauty in the desert	Africa	Entrepreneurship
11	Nike Davies-Okundaye: building a family social enterprise	Africa	Entrepreneurship

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12	Sinthu Creation	South East Asia	Entrepreneurship
13	Car-sharing: a feasible business expansion at Hangzhou Omnipay?	China	Entrepreneurship
14	Phanindra Sama: founding redBus	India	Entrepreneurship
15	Financing technology startups: an entrepreneur's dilemma	India	Entrepreneurship
16	Noah Wealth Management	China	Entrepreneurship
17	A new business model to Chinese style agricultural industrialization	China	Entrepreneurship
18	To die with dignity – hospice care for the poor in India	India	Environmental Management
19	A day to remember!	India	Human Resource Management
20	Performance management at Bolts' convenience stores	India	Human Resource Management
21	The dream's door: a case of a MNC in Poland	Eastern Europe	Human Resource Management
22	Finding, training, and keeping best service workers	Africa	Human Resource Management
23	Shraddhanand Mahila Ashram: a quest for a future filled with dreams	India	Human Resource Management
24	Outdoor experiential training as a catalyst for success	India	Human Resource Management
25	Marketing and production conflict at Dandiraz Electrical Company, Zimbabwe	Africa	Human Resource Management
26	Role of "haraam" practices on behavior and performance of employees: a case study of business organization	Pakistan	Human Resource Management
27	Dilemma in hiring	India	Human Resource Management
28	Tips & Toes: a total reward strategy fuels growth	Middle East	Human Resource Management
29	AngloGold Ashanti: the dawning of a new age	Africa	Human Resource Management
30	A "hotel within a hotel" in Bangkok	South East Asia	Human Resource Management
31	Training and development at BPOLAND	India	Human Resource Management
32	Yongye Group: trust-based management	China	Human Resource Management
33	Automating attendance recording of contingent labours at a large construction site	India	Human Resource Management
34	Welcome to Pointsoft family	India	Human Resource Management
35	Growing pains: problems in the performance appraisal of China's state-owned enterprises transformed from governmental organizations	China	Human Resource Management
36	Corruption by design? L'ArtiMarché's struggles in Russia	Eastern Europe	International Business
37	Buyer-seller relationship – challenge in export marketing for The Handicrafts and Handlooms Export Corporation (HHEC)	India	International Business
38	Tax me not: Vodafone's plea to India	India	International Business
39	Short run stabilization and long run competitiveness: the Latvian case	Eastern Europe	International Business
40	Uncertainties in business environment – political exigencies versus economic realities: the saga of Zimbabwe Iron & Steel Company (ZISCO)	Africa	International Business
41	Partnering for business transformation: the Wipro Consulting Services story	India	International Business
42	Kopy Luwak: a conservation strategy for global market	South East Asia	International Business
43	Fashioning corporate social responsibility	Western Europe	International Business
44	Delays in probing case irks workers, AMARA, Zimbabwe	Africa	International Business
45	Drop-offs in the Asian electronics market: unloading Bolipps and Canssonic	India	International Business
46	CSR in banking in emerging markets – stakeholder perspective	Eastern Europe	International Business
47	GranuLab (C): internationalizing GranuMaS	South East Asia	International Business
48	Magic Films: the case of an Indian start-up	India	Management Science
49	Mobile marketing at Telenor Pakistan – a MAD strategy?	Pakistan	Marketing
50	Managing natural gas business: a case of Bharat Natural Gas Company Limited	India	Marketing
51	Vinamilk: from local cooperatives to international corporation	South East Asia	Marketing
52	Prayer rooms: an augmented or expected benefit? Senayan City Mall Jakarta	South East Asia	Marketing
53	International market expansion of "Jintan Nude" in Thailand	South East Asia	Marketing
54	Bank Z's communication dilemma during Turkey's 2001 crisis	Eastern Europe	Marketing
55	San Antonio: assessing the key account management system	South America	Marketing
56	AFP Innova: competing in a tender for new affiliates	South America	Marketing
57	HCL Care: harnessing the out of warranty ICT service market	India	Marketing
58	"One life, one chance": Cordlife Sciences India Pvt. Ltd. Preserving the precious gift	India	Marketing
59	Fast Trax – the Indian QSR chain	India	Marketing
60	Lubrux by Petrobras	South America	Marketing
61	Ren-Er Co: how to be successful with marketing plan	South America	Marketing
62	Social media marketing at Reebok India – the dilemma of ROMI and beyond	India	Marketing
63	VNFPP Ltd: using holistic marketing in a small enterprise context	India	Marketing
64	Morocco's Novatis Group: diaper manufacturing in a developing country	Africa	Marketing
65	McDonald's breakfast launch dilemma	Pakistan	Marketing
66	"Doing" the act: Lenovo and corporate reputation	India	Marketing
67	Taj: I will prevail. Exemplifying customer service in times of crisis	India	Marketing
68	Vodafone marketing communications	India	Marketing
69	Feeding the hungry surfers: www.justeat.in	India	Marketing

Case Title	Region	Subject	
70	Never innovate to compete rather innovate to change the rules of the game	India	Marketing
71	Should "Tbgo" be dropped from UCF's product portfolio?	India	Marketing
72	Coping with capacity expansion: Go-Goal Hydro's panache	India	Operations and Logistics
73	Health Pharma: managing supply chain	India	Operations and Logistics
74	Implementing strategic stock to improve humanitarian aid response	Eastern Europe	Operations and Logistics
75	Supply issues in ACPL – an electrical manufacturing company	India	Operations and Logistics
76	ProdVal – production challenges!	India	Operations and Logistics
77	The rule of traffic forecasting in railway logistics: the case of the central corridor in East Africa	Africa	Operations and Logistics
78	E-commerce capabilities of a Ghanaian used car retailer	Africa	Strategy
79	Tata Power Delhi Distribution Ltd: measuring beyond the metrics	India	Strategy
80	Kesineni Tours and Travels	India	Strategy
81	Strategy for water pump maintenance in Peakland	China	Strategy
82	A tough choice	Eastern Europe	Strategy
83	Lights out for Capital Mills Limited (CML)!	South America	Strategy
84	Innovation and development cooperation in Central America and Caribbean. Mission impossible?	South America	Strategy
85	Tin Mining, Inc.: the paradox of organizational capabilities	South America	Strategy
86	Financial turnaround of Indian Railways (A)	India	Strategy
87	Financial turnaround of Indian Railways (B)	India	Strategy
88	Strategic change for sustainability in Thai Commercial Bank	South East Asia	Strategy
89	Satya Bharti School Program: the kaizen way	India	Strategy
90	The Indian television broadcasting industry 2012	India	Strategy
91	Daiichi Sankyo's generic (mis) adventure: the Ranbaxy takeover	India	Strategy
92	Global Synfuels' financial and strategic appraisal of a coal-to-liquid project	India	Strategy
93	Janalakshmi Financial Services Private Limited: strategic innovation to achieve financial inclusion	India	Strategy
94	Ethical decision making in a critical development phase	China	Strategy
95	Feixiang to FOTILE: growth of a family business	China	Strategy
96	Crediamigo: partnering with Vivacred?	South America	Strategy
97	Why are China's companies doing overseas M&As? The case of Geely and Volvo	China	Strategy
98	Colchones Eldorado: dreaming of innovating	South America	Strategy
99	"They don't just cater, they care" – a case on Sakthi's Kitchen Pvt Ltd	India	Tourism and Hospitality
100	Denbigh Showground: a potential "agri-cultural" attraction concept for tourism in Jamaica	North America	Tourism and Hospitality
Emerging Markets Case Studies published in 2013			
1	Tata Power Ltd: innovation in financing growth	India	Accounting and Finance
2	Does supply-demand law work for ICBC's stock price?	China	Accounting and Finance
3	Hero Cycles: operating break-evens	India	Accounting and Finance
4	Assessing algorithms for selecting countries to market new products to low-income consumers	South America	Accounting and Finance
5	"Eldorado" family: the survival and succession plan	South America	Entrepreneurship
6	I have a dream: Ayuvayur Pharmaceuticals	India	Entrepreneurship
7	World is classroom: the case of Univexcellence.com	India	Entrepreneurship
8	A social entrepreneur's journey: leading a foundation across cultures	South America	Entrepreneurship
9	Just Falafel: a success story of an international expansion	Middle East	Entrepreneurship
10	After 12	India	Entrepreneurship
11	TARA Trade: a marketing challenge in Lebanon	Middle East	Entrepreneurship
12	EHBH Pvt. Ltd. - A Step Towards Creation of a Unique Business Model	India	Entrepreneurship
13	Yogen Früz: It's all about ü	Middle East	Entrepreneurship
14	FragraAroma: Accord in Business, Concord in Family	India	Entrepreneurship
15	Selling? That's easy!	South America	Entrepreneurship
16	Practo Technologies: The online way of life!	India	Entrepreneurship
17	Kevin Otieno-Onyango: Business and Technology Dilemma (A)	Africa	Entrepreneurship
18	Fuala: A Success Story of an Entrepreneur	Middle East	Entrepreneurship
19	xCRUZA's Portable Solar Cooker: Eco-Entrepreneurism Challenges in Argentina	South America	Entrepreneurship
20	Sustainability as an imperative and an opportunity: the case of Infosys Limited	India	Environmental Management
21	City Developments Limited: A Journey In Sustainable Business Development	South East Asia	Environmental Management
22	Anhui Xuanjiu Group: creating happiness for employees	China	Human Resource Management
23	Anand Automotive Limited: leadership development process for creating strategic impact	India	Human Resource Management
24	Transcribe and Tally: jugaad in action	India	Human Resource Management
25	Where The Process FailsThere The Business Learn Customer Value...!!	South East Asia	Human Resource Management
26	Between Local and Global Approach: Need for Diffused Model of HRM - Case of SHIFA International Hospital	Pakistan	Human Resource Management

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27 Human Resource Management in the Changing Business Environment of the Indian Construction Industry: A Case Study	India	Human Resource Management
28 Global Outsourcing - USTC's Entry Into India: HR Issues	India	Human Resource Management
29 ABC Development Organization	India	Human Resource Management
30 Trustee Meeting: Where Did Mukti Go Wrong?	India	Human Resource Management
31 To Give or Not to Give?: The Ethics of Small Business Philanthropy	South America	Human Resource Management
32 A Messy Picture	India	Human Resource Management
33 Going international through successful partnerships: the case of GIAS	Africa	International Business
34 Grundfos LIFELINK: solving the base of the pyramid tangle?	Eastern Europe	International Business
35 KPJ Healthcare: service internationalization	South East Asia	International Business
36 Values-Based Organization - Ritz Carlton Abu Dhabi Hotel	Middle East	International Business
37 Citizen Chen: A challenging test for bilateral diplomacy	China	International Business
38 Economics behind the Internationalization of Biocon India Ltd.	India	International Business
39 Employing CSR in SME development to survive Arab Spring fluctuations – the case of Egypt: General Authority for Investment (GAFI)	Africa	Management Science
40 "Way Smarter": Valuair in the budget airline industry	South East Asia	Management Science
41 Financial Risk Analysis of Cambodia Kamchay Hydropower BOT Project	South East Asia	Management Science
42 FIAT: a good product with a wrong strategy	India	Marketing
43 Aavaran: creating niche through contemporary traditional textiles	India	Marketing
44 Customer centricity for growth – Yes Bank experience	India	Marketing
45 Anandam's woodstove technology	India	Marketing
46 Ocean World Water Park: destination marketing challenge	India	Marketing
47 Value communication: low-cost marketing initiatives for "Guru Ki Bani 58282"	India	Marketing
48 Can Bharat Bazar sustain its growth? The story of an Indian retail giant	India	Marketing
49 Customer retention at Hyundai Motor India Ltd	India	Marketing
50 New world wines in the UK market: re-thinking the right strategies for 2020	South America	Marketing
51 Mumbai Indians: A Case on Social Media Marketing	India	Marketing
52 Maruti Ertiga launch in India by new Category creation	India	Marketing
53 GranuLab: positioning GranuMaS in the bone graft substitute industry	South East Asia	Marketing
54 100% Great Songs – Reverse Positioning of Delta FM Radio, Indonesia	South East Asia	Marketing
55 Skyworth TV: channel dynamics and growth in China's rural market	China	Marketing
56 Marketing Brand Aava: Not as Simple as Water	India	Marketing
57 Architecting MexGro: Introducing On-line Experience for Shopping Ethnic Products	South America	Marketing
58 I can do better: Mexican Direct Sellers of Beauty Products	South America	Marketing
59 Recalling Toyota	South East Asia	Marketing
60 Royal Enfield Motorcycles: Reviving The Brand	India	Marketing
61 Mountain Dew	India	Marketing
62 Web Portals Division in a Quandary	Pakistan	Marketing
63 Bharat Tobacco: vendor selection and vendor rating	India	Operations and Logistics
64 Entrepreneurship and engineering: the triumph of All India Warehousing Private Ltd	India	Operations and Logistics
65 Farming the "white gold" in a world heritage city	South East Asia	Public Sector Management
66 CSR as an Organizational Routine: Bintulu Development Authority	South East Asia	Public Sector Management
67 From strategy to numbers: how to penetrate overseas market for ChinaSoft, when Chinese ITO and BPO industry being re-structured in 2012	China	Strategy
68 YC Company: decreasing profit margin in overseas market	China	Strategy
69 Self-sustaining grassroots organizations: a real option? The case of Corporación Picacho con Futuro	South America	Strategy
70 Thai Beverage Public Company Limited: Thailand leader, global challenger	South East Asia	Strategy
71 KPJ Healthcare: the first 30 years	South East Asia	Strategy
72 UMW Holdings: sustaining a centennial corporation	South East Asia	Strategy
73 Shopping Centre Europa – When Threats Become Opportunities	Eastern Europe	Strategy
74 Launch of Roulette – A Premium Brandy in India by JDPL	India	Strategy
75 Reboot Computers: Bridging Digital Divide – The Green Way	India	Strategy
76 Meru Cabs: Past Perfect and Future Tense	India	Strategy
77 A Mexican Edutainment Business Model: KidZania	South America	Strategy
78 Vikas Spool Private Limited	India	Strategy
79 Infosys limited: Is it still the Indian IT bellwether?	India	Strategy
80 Sun International: can a blue ocean strategy change the future fortunes of this South African leisure group?	Africa	Tourism and Hospitality
Emerging Markets Case Studies published in 2014		
1 Corporate management in receivership: the case of Uchumi supermarkets	Africa	Accounting and Finance
2 Investment in non-Sharia compliant instruments wrecks TH's noble reputation: a challenge to regain public confidence	Pakistan	Accounting and Finance
3 Bharat Heavy Electricals Ltd.: growth strategies for the future	India	Accounting and Finance

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4 The financial viability of the Yamuna Expressway	India	Accounting and Finance
5 First Telecom: Insourcing vs. Outsourcing	India	Accounting and Finance
6 The Transnet Pipeline Case Study	Africa	Accounting and Finance
7 Alicia Meneces and the challenges of Aguablanca	South America	Accounting and Finance
8 Raizcorp: planting the seeds for entrepreneurial growth and prosperity	Africa	Entrepreneurship
9 Royal Transportation Management System – journey to success	Middle East	Entrepreneurship
10 Surviving challenges: a case of DK Exports on family business	India	Entrepreneurship
11 Surabaya Zoo: a social enterprise on the cross road	South East Asia	Entrepreneurship
12 One agricultural family's story	Pakistan	Entrepreneurship
13 Transforming a vocational centre to a management institute: a case study on Carreograph	India	Entrepreneurship
14 Social entrepreneurship: answering "the call of nature"	Africa	Entrepreneurship
15 Social Intrapreneurship at Natura	South America	Entrepreneurship
16 XPLANT: Entrepreneurship Challenges for Student Entrepreneurs	India	Entrepreneurship
17 Nuru International: Empowering farmers to fight extreme poverty	Africa	Entrepreneurship
18 Socio-business responsibility in the Gulf Arab states: The case of the Pearl Initiative	Middle East	Entrepreneurship
19 The damned dam	India	Environmental Management
20 Environment Agency Abu Dhabi (EAD) Paperless Day Initiative: Case Study	Middle East	Environmental Management
21 Rising from the ashes: Satyam's story	India	Human Resource Management
22 Laura at Panevežys Juozas Balciūnas Gymnasium	Eastern Europe	Human Resource Management
23 Force Automotive – breach of code of conduct	India	Human Resource Management
24 Decoding the strike at Bajaj Auto's Chakan plant: a negotiator's framework	India	Human Resource Management
25 Talent management at Steelcase Manufacturing Malaysia: managing performance	South East Asia	Human Resource Management
26 The Love-smitten Director: Workplace Romance or Sexual Harassment?	South East Asia	Human Resource Management
27 Integration challenges at Trident Chemicals Limited	India	Human Resource Management
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